

Guidelines for the Use of Smiles For Children Service Mark

SMILES FOR CHILDREN is a service mark of DMAS that is registered with the State Corporation Commission. DMAS is the owner/registrant.

The purpose of these guidelines is to set forth the policies regarding the use of the SMILES FOR CHILDREN service mark to promote the consistent and proper use, as well as to prevent unauthorized, unprofessional or inappropriate use, of the SMILES FOR CHILDREN service mark. These guidelines may be amended from time to time.

The SMILES FOR CHILDREN service mark may only be used with DMAS approval. DMAS may require that an advertisement indicate SMILES FOR CHILDREN is a registered service mark of the Virginia Department of Medical Assistance Services. DMAS may require that an advertisement include a disclaimer that participation in the Smiles for Children program does not constitute an endorsement by DMAS or the Commonwealth of Virginia.

The SMILES FOR CHILDREN service mark, whether in text or graphic form, may only be used in a dignified manner so as not to impair the substantial goodwill that DMAS has built up and now possesses in the SMILES FOR CHILDREN name.

For example, the following are examples of acceptable use by DMAS Dental Providers:

“[Name of DMAS Dental Provider] is a participating provider in the Smiles for ChildrenSM program.”

“[Name of DMAS Dental Provider] accepts Smiles for ChildrenSM along with most other insurance.”

DMAS Dental Providers may not make an assertion or statement (whether written or oral) that the provider is endorsed by DMAS or the Commonwealth of Virginia by virtue of their participation in the SMILES FOR CHILDREN program.

DMAS Dental Providers may not use the name of the program in a manner that may cause confusion as to the actual owner of the dental practices among SMILES FOR CHILDREN recipients, other SMILES FOR CHILDREN participating providers, or the public at large.

Nothing contained in these guidelines shall be construed as an assignment or grant to the users of any right, title or interest in the SMILES FOR CHILDREN service mark. The users will not do or suffer to be done any act or thing, which may in any way impair the right of DMAS in and to the SMILES FOR CHILDREN service mark.

Any questions or uncertainties regarding proper use of the SMILES FOR CHILDREN service mark should be addressed to Sandra Brown, Dental Program Manager, at (804) 786-1567. The users must abide by DMAS' interpretation of permitted use of the SMILES FOR CHILDREN Service Mark in any particular set of circumstances.